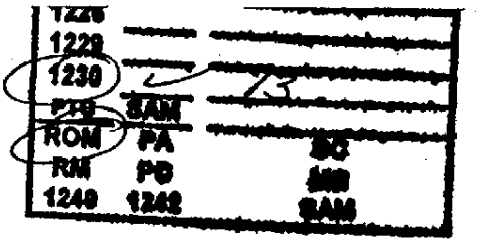

6-19-95

TO: ALL RJR REGIONS, FOR DISSEMINATION TO ALL FIELD SALES LEVELS

FROM: MARTY WASHBURN, CAM 2544

SUBJECT: WAL*MART CARTON RESET UPDATE

MANY OF YOU HAVE ALREADY CONTACTED YOUR WAL*MART STORES TO SCHEDULE THE CARTON RESETS. WITH ANY PROJECT INVOLVING 2500 STORES THERE ARE GOING TO BE PROBLEMS. **THE INTENT OF THIS MEMO IS TO CLARIFY SOME PROCEDURES RJR FIELD SALES PEOPLE SHOULD USE WHEN FACED WITH VARIOUS SITUATIONS AT STORE LEVEL. THEY MAY NOT WORK IN EVERY CASE BUT WILL GIVE OUR PEOPLE OPTIONS.**

1. WAL*MART'S HARD COPY OF THE RESET AUTHORIZATION HAS NOT GONE OUT. IT IS BEING **TWIXED TO THE STORES TODAY, JUNE 19TH.** ORIGINAL DATE TO GO WAS JUNE 13.

2. **THE PRODUCT DISTRIBUTION HAS NOW BEEN DELAYED UNTIL THE WEEK OF JULY 3.** ORIGINAL DISTRIBUTION DATE WAS JUNE 19. TEST BILLING OF ALL ITEMS HAS DELAYED THE SHIPMENTS. SOME STORES ARE CALLING IN ASKING TO CANCEL THE DISTRIBUTION. **BENTONVILLE IS ADVISING THEM TO HOLD 28 DAYS** PRIOR TO SHIPPING BACK TO MCLANES. WE MUST MAKE EVERY EFFORT TO MOVE THIS DISTRIBUTION THROUGH THE PIPELINE TO THE CONSUMER TO AVOID ANY SHIPBACKS.

3. **SOME STORES HAVE GONE OR ARE GOING NSS.** IF THIS IS THE CASE THE STORE MUST HAVE APPROVAL FROM THEIR REGIONAL VP. THE REGIONAL WILL ADVISE BENTONVILLE OF THE APPROVAL BY STORE NUMBER.

4. **THE STORE DOES NOT WANT TO REDUCE THE DEPARTMENT** AS INDICATED ON YOUR LIST. ASK THE STORE TO CALL THEIR HOME OFFICE MERCHANDISER AT **501-273-8082** FOR APPROVAL. IF THE STORE REFUSES, SET THE STORE TO THE APPROPRIATE POG, A,B,C,D FOR THE CURRENT FOOTAGE.

5. **THE STORE DOES NOT WANT TO EXPAND THE DEPARTMENT** AS INDICATED ON YOUR LIST **OR SPACE IS NOT AVAILABLE.** CALL THE HOME OFFICE MERCHANDISER AT **501-273-8082** FOR APPROVAL. BENTONVILLE WILL GIVE THE DIRECTION REQUIRED. SET TO THE APPROPRIATE POG, A,B,C,D FOR THE CURRENT FOOTAGE.

6. **THE STORE AGREES TO EXPAND BUT DOES NOT HAVE NEEDED SHELVING OR WIRE DIVIDERS.** CALL THE HOME OFFICE MERCHANDISER TO ORDER THE WIRE DIVIDERS REQUIRED AND OR SHELVING AS NEEDED. **501-273-8082.**

7. **RJR FLEX IS STILL ON LOCATION.** TRY TO SET TO VERTICAL LOAD AS THE LEVERAGE TO KEEP THE SECURITY FIXTURE. IF UNABLE TO VERTICAL, SET TO THE NEW POG. GET RJR'S REQUIRED PERCENTAGE OF INVENTORY AND FACINGS.

8. **FIXTURE IS LOW PROFILE AND NO CHANCE OF INCREASING PROFILE.** DETERMINE RJR'S REQUIRED INVENTORY(%) AND FACINGS. ADVISE STORE

51855 1406

Source: https://www.industrydocuments.ucsf.edu/docs/kzhn0000

THAT SINCE THEY DO NOT HAVE THE STANDARD SET, THE PRESENT UNIT WILL BE SET ACCORDING TO THE % REQUIRED BY COMPANY AND AS CLOSE TO REQUIRED SHELF POSITIONS AS POSSIBLE.

9. **MONARCH DISTRIBUTION NOT WANTED.** RJR NEEDS ANOTHER LOW END ENTRY TO SUPPORT DORAL. SOME CUSTOMERS WANT A BLACK & WHITE BRAND OR DO NOT LIKE DORAL. WE MUST HAVE AN ENTRY. BEST VALUE HAD A 6.0% SOM WHEN DELETED IN 1994.

10. **THE 4' SINGLE PACK/PROMOTION UNIT WILL BE COMING IN AUGUST.** WE SHOULD ANTICIPATE POSITION BEING THE FIRST 4' OF THE DEPARTMENT. YOU SHOULD PLAN NOW SO YOU DO NOT HAVE TO MOVE THE ENTIRE CARTON SET IN AUGUST TO ACCOMMODATE THE PACK/PROMO UNIT.

11. **SUPERCENTER POG'S SHOULD BE READY BY FIRST WEEK OF JULY.**

AS ALWAYS, THE FT. SMITH CHAIN OFFICE APPRECIATES YOUR SUPPORT.

Source: https://www.industrydocuments.ucsf.edu/docs/kzhn0000